

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ) OBAMA FOR AMERICA  
Product BARACK OBAMA  
Estimate# 1537  
Buyer DAN NAGELBERG  
Phone#  
Fax#

Agency (    ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1537  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=\*

-- REMARKS --

THIS IS A NEW CONTRACT  
TOTAL 68,400  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$300.00	10/30-11/02	4	1	4	\$1,200.00	
	2	M	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
	3	TU-F	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$250.00	10/30-11/02	4	1	4	\$1,000.00	
	4	M	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
	5	TU-F	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$75.00	10/30-11/02	4	1	4	\$300.00	
	6	M	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$75.00	11/05-11/05	1	1	1	\$75.00	
	7	TU-F	12P-1P	Buyline Comment: NOON NEWS	:30	\$125.00	10/30-11/02	4	1	4	\$500.00	
	8	M	12P-1P	Buyline Comment: NOON NEWS	:30	\$125.00	11/05-11/05	1	1	1	\$125.00	

Rep Order# 6868367 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 10/26/2012 11:11 AM 2 of 7  
Last Received: 10/26/2012 8:55 AM  
Showing Buylines: All Lines

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	9	TU-F	1P-2P	Days of Our Lives	:30	\$300.00	10/30-11/02	4	1	4	\$1,200.00	
				Buyline Comment: DAYS OF OUR LIVES								
	10	M	1P-2P	Days of Our Lives	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
				Buyline Comment: DAYS OF OUR LIVES								
	11	TU-F	2P-3P	The Doctors	:30	\$75.00	10/30-11/02	4	1	4	\$300.00	
				Buyline Comment: THE DOCTORS								
	12	M	2P-3P	The Doctors	:30	\$75.00	11/05-11/05	1	1	1	\$75.00	
				Buyline Comment: THE DOCTORS								
	13	TU-F	3P-4P	Maury Povich	:30	\$125.00	10/30-11/02	4	1	4	\$500.00	
				Buyline Comment: MAURY POVICH								
	14	M	3P-4P	Maury Povich	:30	\$125.00	11/05-11/05	1	1	1	\$125.00	
				Buyline Comment: MAURY POVICH								
	15	TU-F	4P-5P	Anderson Cooper	:30	\$175.00	10/30-11/02	4	1	4	\$700.00	
				Buyline Comment: ANDERSON COOPER								
	16	M	4P-5P	Anderson Cooper	:30	\$175.00	11/05-11/05	1	1	1	\$175.00	
				Buyline Comment: ANDERSON COOPER								
	17	TU-F	5A-6A	Early AM News	:30	\$300.00	10/30-11/02	4	1	4	\$1,200.00	
				Buyline Comment: EARLY AM NEWS								
	18	M	5A-6A	Early AM News	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
				Buyline Comment: EARLY AM NEWS								
	19	TU-F	6A-7A	AM News	:30	\$700.00	10/30-11/02	4	1	4	\$2,800.00	
				Buyline Comment: AM NEWS								







EC'd Yes    Last Received: 10/26/2012 8:55 AM    Showing Buylines: All Lines

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	W	9P-10P	Law and Order SVU	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	54	W	10P-11P	Chicago Fire	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	55	TH	10P-11P	Rock Center News	:30	\$1,100.00	11/01-11/01	1	1	1	\$1,100.00	
	56	F	8P-9P	Whitney/Community	:30	\$400.00	11/02-11/02	1	1	1	\$400.00	
	57	F	9P-10P	Grimm	:30	\$1,800.00	11/02-11/02	1	1	1	\$1,800.00	
	58	F	10P-11P	Dateline	:30	\$900.00	11/02-11/02	1	1	1	\$900.00	
	59	SA	330P-7P	Notre Dame Football	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
	60	SU	815P-1130P	Sunday Night Football	:30	\$6,000.00	11/04-11/04	1	1	1	\$6,000.00	

---REPORT TOTALS---  
Report Totals: 125 / \$68,400.00

---SALES MONTHLY TOTALS---

Nov 12: 125 / \$68,400.00

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Sales Totals: 125 / \$68,400.00  
Station Totals: 125 / \$68,400.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---		Market Totals	\$213,750	CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 14%
				WTVZ 7%	WVBT 23%	WVEC 21%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE